

MUBASHRA SAMAN

Lecturer

Institute of Business Management Sciences

University of Agriculture Faisalabad, Pakistan

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Nationality: Pakistani



• RESEARCH INTERESTS

Primary: Marketing

Secondary: Sensory Marketing, Green Marketing, Eco-innovation

Tertiary: Environmental Degradation, Digitalization

• EDUCATION

Years	Degree	University/Institute
2019-2021	MBA Marketing	University of Agriculture, Faisalabad
2015-2019	BBA Marketing	University of Agriculture, Faisalabad
2013-2015	ICS	Imam Ghazali Academia, Jhang
2011-2013	SSC Science	Garrison School System, Jhang

• M.Phil. Dissertation

Towards Sensory Marketing: Impact of Multi-Sensory Cues on Consumer Buying Behavior Mediated by Emotional States and Moderated by Store Environmental Attributes

• WORK/RESEARCH EXPERIENCE

- 1) Institute of Business Management Sciences,
University of Agriculture, Faisalabad, Punjab, Pakistan
Lecturer** **July 2024 to date**
- 2) National University of Modern Languages Islamabad
Lecturer** **March 2022 to June 2024**

3) **The Elite School Jhang**
General Subject Teacher

February 2020 to March 2022

4) **ZTBL**
Internee

August 2018- September 2018

- **PUBLICATIONS**

1. Shafique, S., Ghafoor, A., **Saman, M.** and Ali, M., 2023. How Customers Loyalty Response to Service Quality, Bank Image and Religious Satisfaction?: An Evidence from Islamic Banking. *Conference proceeding*

- **TRAININGS/WORSHOPS/SEMINARS/CONFERENCES**

1. Participated in **International Conference of Business Management and Computing (ICBMC) 2025 at Newports Institute of Communication and Economics, Karachi**
2. Participated in **Post Induction Training and Professional Development for Young Faculty 2024 at UAF Faisalabad**
3. Participated in **Workshop Emerging Trends in Organizational psychology: Opportunities and Prospects in the Construction Industry 2024 at IBMS, UAF**
4. Participated in **International Conference on Financial Technology and Business Analysis (ICFTBA), 2022**

- **COMPUTER SKILLS**

- **Computer Literacy**

Use of software's for Research such as:

SPSS, Smart PLS

MS-Office (Excel, Power point, Word)

- **Skills**

Able to work in multi-cultural environment, team oriented and cooperative

Know how to adapt new situations and how to follow plans

- **HONORS & AWARDS**

Gold Medalist of Graduation Degree (BBA Marketing)

Got 1st Position in Post Graduation (MBA Marketing)

- **REFERENCES**

Will be provided on demand